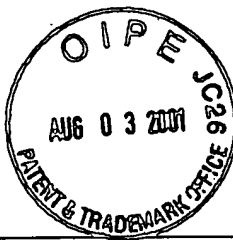


# LIST OF REFERENCES CITED BY APPLICANT

(Use several sheets if necessary)



ATTY. DOCKET NO.

604.30-US1

SERIAL NO.

09/856536

APPLICANT

Blakeley, et al.

FILING DATE

May 21, 2001

GROUP

Not Yet Assigned

## U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JK	AA	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
JK	BB	5,809,242	09/15/98	Electronic Mail System for Displaying Advertisement at Local Computer Received From Remote System While the Local Computer is Off-Line the Remote System	395	200.47	04/19/96
JK	CC	5,913,040	06/15/99	Method and Apparatus for Transmitting and Displaying Information Between a Remote Network and a Local Computer	395	200.62	08/22/95
JK	DD	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
JK	EE	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
JK	FF	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/1/97
JK	GG	5,978,799	11/02/99	Search Engine Including Query Database, User Profile Database, Information Templates and Email Facility	707	4	01/29/98
JK	HH	6,014,502	01/11/00	Electronic Mail System With Advertising	395	200.49	10/10/97

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	II							

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

JK	JJ	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000, pages 14-16					
JK	KK	Newswire Association Inc., "Altia Design Propels Into Multimedia Market Creating Animations for Internet Ads" dated August 19, 1996					

EXAMINER

*John W. Hayes*

DATE CONSIDERED

2/17/2004

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not